

Chapter 8

Programs

PROGRAMS

The Program

For PTA, the term *program* means several things:

- The total planned activities of the association.
- The presentations or special events scheduled for meetings.
- The printed program of activities for the year.

Note: Please notice the absence of the word "fundraising."

For additional explanation of any material in this section, please contact the Oregon PTA Vice President for Programs.

Program Planning

At each level PTA selects a specific area in which its activity will most effectively serve the needs of the children, youth and parents in its community (e.g., teen pregnancy, parent involvement, parenting skills, tobacco/drug abuse, critical TV viewing). Most groups have found they cannot deal effectively with more than two areas, but much depends on the size of your group and its activity level.

Once PTA has targeted areas, a *plan* or *program* should be created to meet those needs. This program can be tailored to suit the group and should contain goals that will help attain the PTAs goals. It should be flexible enough that it can be modified to meet changing conditions, concerns and needs of the school and/or community.

The *program plan* should be reviewed or planned with the following standards in mind:

- Will the program encourage appropriate action?
- Is the program in harmony with the Vision, Mission, and Values of PTA?
- Does it deal with the identified need or interest?
- Are the suggested activities suited to the interests and capacities of the members who must cooperate in carrying them out?
- Is the plan reasonable in its demands upon PTA's treasury?
- Will the program encourage appropriate action to bring about a desired outcome?

Program Planning Committee

The creation of a program plan and its implementation can best be orchestrated by a *planning committee*. This committee need not be large, but it should represent the entire membership. Include fathers and mothers, faculty, youth and other PTA committee members as appropriate.

This committee should be put in place as soon after the election of *new* officers as possible so that they have sufficient time to plan the program for the coming PTA year. Use members with special talents and establish a resource file. Where talents don't exist, spark interest in doing something new.

Program planning should be a cooperative venture. The chairs of the committees on hospitality, budget and finance, membership, and other standing committees should be consulted whenever the program touches their specific fields.

Publicity

Arrange *publicity* for your program(s) by using the local media, posters, PTA newsletters, flyers, and/or personal phone calls. This is a very important part of a successful event.

Implementing the Program

When *implementing* the program, involve as many people as possible. This gives them ownership. Successful PTA programs can be fun! Let them know that. Keeping responsibilities small will ensure their completion. People will be more likely to continue to participate if they are not overwhelmed.

When putting the program together, consider these:

- Check and re-check the calendar. Can date/time conflicts, if any, be resolved? Have items such as equipment been reserved?
- What details will make the program successful (e.g., set up, seating, room temperature, travel needs, hand-outs)?
- Recheck the timeline. Does it need to be adjusted?
- Contact participants. Do they know their responsibilities? Are they ready to go? Are there special needs or do they need help?
- Arrange for guests to be met and welcomed. Have someone sit with them.
- Send notes of appreciation promptly.

Presenting the Program

The program chairman or a committee member should include the following in their *introductions*:

- The title of the program.
- The name, title and qualifications of participants, if applicable.
- A brief description of participants' interests and hobbies as an introduction tool.
- A format for questions and answers, if applicable.
- At the end of the program, participants should be thanked.

Evaluation of Program

Evaluation basic check list:

- Did the program meet the objectives of PTA?
- Did the program meet your goals?
- Did members participate?
- Did you meet the needs of participants? (This is not always determined by the number present. If one person who attended is inspired to action, you've met a need.)
- Did the program encourage action?
- How might the program have been improved?
- Would a follow-up program be good?

Be Prepared For Emergencies

Be ready! Have an alternate idea ready. Have back-up equipment on hand. Don't panic if it all "blows up." Be positive. You *can* work it out. Members will never know of problems in organization unless you tell them.

Guidelines for Presenting New PTA Projects/Programs

When presenting a *new project or program* for PTA to undertake, it is important the membership "buys in to" or has a part in the decision that is being made. The following guidelines may be of help.

The proposal should:

- Be written in clear and concise terms.
- State the reason for the project/program.
- Explain what will happen as a result of implementing the project/program.
- Be consistent with the Vision, Mission and Values of PTA.
- Indicate when the project/program is to be put into effect, by whom and for how long.
- Spell out the possible actions that need to be taken by PTA.

- Designate who is responsible for carrying out the project/program.
- Spell out conditions, limitations and constraints that may be involved in carrying out the project/program.
- Anticipate possible "side effects" and suggest procedures for dealing with them.
- Spell out how to evaluate the effectiveness of the project/program. How will it help children?

Committee Structure

Your PTA may wish to establish one general committee that deals with all health and welfare issues, or it may prefer to set up specific committees that deal with individual issues or concerns relative to the school or community.

Child Safety Committee: Safety means providing children and adults with an environment that is as free as possible from hazards. The safety committee encourages home, school and community to join together to determine needs and implement appropriate safety measures. The committee also promotes efforts to help children develop safe living habits.

Comprehensive School Health Committee: This committee focuses on the quality of life of the child and builds partnerships with parents and the community in order to provide effective comprehensive school health programs. Some of the issues include nutrition in food service programs, healthy school environments (indoor air quality, physical safety, appropriate facilities), comprehensive health curriculum and available health services.

Critical Television Viewing/Media Committee:

The objectives of the committee are to provide training and to encourage parents to learn critical viewing skills so that they can more effectively educate their children about the media, television violence and commercialism. This committee promotes cooperation between PTAs and other community agencies to secure high-quality programs (both entertaining and educational) for the community and to work with all PTA committees to ensure the use of the most effective means for presenting materials to PTA audiences.

This committee's responsibility is to help families become aware of the influence that media may have on their lives, to help parents and children become critical and careful media consumers, and to seek improvements in the contents of television and radio programming, movies and print media.

Health Issues Committee: Health is a state of physical, mental, and emotional well-being, not merely the absence of disease or infirmity. Parents, the school and the community all share the responsibility for the health of children.

The goals of this committee are to see that parents and other adults are educated on the health needs of children and youth, and how to meet those needs; that adequate health and mental health services and facilities are provided in the community; and that children and youth are taught to respect and care for themselves through a comprehensive, sequential school health education program that covers every facet of good health.

Cultural Arts/Reflections Committee: This committee encourages people of all ages to enjoy and participate in the arts; emphasizes the need for early childhood experiences in literature, art, music, dance and other forms of creative expression; encourages a school program that uses the cultural arts for classroom study as well as for extracurricular activities; and administers the National PTA Reflections Program locally.

Education Committee: Education issues are an important component of PTA's activities. This committee is responsible for keeping abreast of issues such as curriculum, textbooks, grading, student placements, funding for the instructional program and other student-related activities. This committee works closely with the school and district administration and the local school board. The committee provides PTA members with current information on education, offers programs to inform the membership about education issues, and solicits input from PTA members in order to respond to their interests and needs.

Existing Programs

It isn't necessary to come up with program ideas from scratch. National PTA, and other organizations, have many that have been tried and tested and are easy to implement.

Many programs are offered on the National PTA Website. You can obtain other programs, kits, or videos, by contacting the Vice President for Programs, your Region Director, or the Oregon PTA State Office.

- **After School Programs:** See National PTA's website at www.pta.org under the Leadership Resources tab
- **Be Cool, Follow the Rules** - w/video – Ideas to promote school bus safety
- **Be Smart Include Art** – w/video (NPTA) – Designed to make parents more aware of the importance of visual arts education for children and youth
- **Bright Futures for Families – Keeping Kids Healthy & Safe: Violence Prevention** – video (National Parent Consortium on Maternal & Child Health)
- **Bullying** – Video and workbook
- **Calculators: Helping Students Do Better in Math** – Video (Texas Instruments, Inc.)
- **Changing Channels:** An Alcohol Prevention Packet – for grades 6-8
- **Children's Allergy Awareness Kit**
- **Common Sense: Strategies for Raising Alcohol & Drug Free Children** – w/video
- **Drug Abuse Education Program** – Video (GTE Foundation)

- **Ebony – National PTA Guide to Student Excellence** – w/video - helps young people develop greater academic readiness, self-esteem, and ethnic pride
- **El Nido de la Familia (The Family Nest) – Video (NPTA)** – Shares the main concepts from The Busy Parent’s Guide to Parent Involvement
- **Every Body Move** – Physical activities for elementary schoolers
- **Helping your Child Learn Math**
- **How to Talk to your Kids about Growing Up without Drugs & Alcohol** – Video (Good Foundation Series)
- **In Someone Else’s Shoes** – w/video – A guide to inclusiveness
- **Indoor Air Quality: Tools for Schools**
- **It’s Up To You – Choose Your Move** – Physical activities for Middle Schoolers
- **Know TV: Changing what, why and how you watch** – w/video
- **Let’s Talk about Living in a World with Violence**
- **National Standards for Parent/Family Involvement Programs**
- **Opening Doors to Communicating with your Teenager** – v/video Learn how to LEAP (Listen, Express Affection, and Have Patience)
- **Oregon Pesticide Education Network**
- **Parent PLUS: A Comprehensive Guide to Parent & Family Involvement**
- **Parenting: The Most Important Job of Your Life**
- **Parenting: The Underdeveloped Skill**
- **PTA & School Relationship** – video
- **Ready, Set, Jump** – Jump Rope for Heart Routine
- **Reflections:** See www.pta.org under Leadership Resources tab
- **Safe & Smart – Making the After School Hours Work for Kids**
- **Safe Surfin’** – video – internet safety tips
- **Stop the Sale – Prevent the Addiction** – w/video (CDC) – Things you can do to prevent tobacco sales to someone under 18
- **Tools to Use to Help you Choose** – video (Featuring Captain Kangaroo – NCTA)

- **Parent Involvement Schools of Excellence Certification**
- **Planning Your PTA Year**
- **PTA Goes to Work**
- **PTA Great Idea Bank**
- **Take Your Family to School Week**
- **Teacher Appreciation Week**

See www.pta.org under the Leadership Resources tab.

National PTA Programs Online

- **After School Programs**
- **Back to School Kits**
- **Building Successful Partnerships**
- **Drop Everything and Read (DEAR)**

Miscellaneous Videos

- **100th Anniversary Gala** – Video (NPTA)
- **90 years for Children, Schools & Families** – video (NPTA)
- **A Parents' Guide to Asbestos in Our Schools** – Video (Lark Communications)
- **Arts for Life** – Video (J. Paul Getty Trust)
- **Parent Involvement PSA** – video
- **Safeguarding our Children PSA** - video
- **Taking Charge of your Television** – video – (presented by Jonene Bernhardt of Paragon, produced by Multnomah Community Television)
- **Voices of the PTA** – video (NPTA)

Presenters Available

PTA leaders are available to come to your unit and present the following workshop:

- **Building Successful Partnerships** – addresses the benefits of parent involvement and how to implement the National Standards for Parent/Family Involvement Programs

Please contact your region director to arrange a presenter.

Project H.E.L.P.

Hundreds of Exciting Local Projects

Each year local units write up descriptions of their successful projects and submit them to Project H.E.L.P. (Hundreds of Exciting Local Projects). These descriptions (usually three to four pages each) can help a local unit get started on a "new-to-them" project. Following is a complete list (as of 6/15/00) of topics found in the Project H.E.L.P. books located in the Oregon PTA office. Local unit officers are encouraged to visit the State Office and make copies of these projects. Or, you may call the office at 503-234-3928 and request copies.

BOOK 1

- * After School Specials
- * Annual Auction and Dessert Tasting
- * Arbor Day
- * Area of Interest Form
- * Art Fair
- * B.B.Q.
- * Banking
- * Bingo
- * Booklets
- * Bulletin Board

- * Carnivals
- * Chess Club
- * Christmas Baskets Community Service
- * Computer Fair
- * Cultural Arts
- * Dime-a-Dip Dinner
- * Discipline
- * Earth Before Us Project
- * Family Activities
- * Family Math Fun Night
- * Foreign Languages
- * Founders Day
- * Fund Raisers
- * Haley's Comet
- * Halloween Pumpkin Patch (Math)
- * Harvest Dinners
- * Health Fair
- * History Projects
- * Holiday Families Project
- * Hot Air Balloons
- * Hug-a-tree and Survive
- * Ice Cream Social
- * Inside and Outside Projects
- * Installations
- * Lap-a-Thon

BOOK 2:

- * Make It/Take It
- * May Holidays Around the World
- * Membership
- * Movies
- * New Students in School
- * Newsletters
- * Open House
- * Parents and Teachers Working Together
- * PTA Meeting for Everyone Who Doesn't Have Time
- * Parent Teachers Conference
- * Pedestrian Safety
- * Playground Equipment
- * Positive Action Information
- * Pumpkin Painting
- * Quilts
- * Raffles

- * Student Store
- * Super Space Enrichment Project

BOOK 3:

- * Talent Shows
- * Teacher Appreciation
- * Teacher Raffle

- * Underwear Tree & Mitten Drive
- * Volunteers
- * Western Round-Up
- * Writing Programs
- * Yearbooks

Well-planned, informative programs will not only increase interest in your PTA meetings, but will increase membership in your local unit as well. Other goals or objectives reached by various programs could include support for single parents or opportunities for community awareness of your PTA. An opportunity to share your projects and receive copies of other projects in Oregon is made available at the annual state convention or by calling the state office.

Great Idea Bank

National PTA maintains a Great Idea Bank at www.pta.org. You can find a great program there or share a successful program your PTA has presented.

Teacher Education Scholarships

Oregon PTA offers a number of tuition scholarships to high school seniors and college students who are Oregon residents wishing to prepare themselves to teach in Oregon at the elementary or secondary level. These scholarships are offered for the purpose of attracting outstanding young people to the teaching profession.

The tuition may be used at a state-supported Oregon college or university that trains teachers or at an Oregon community college that transfers credits in education. The scholarship is a one-time, non-renewable, \$500 award. The number of scholarships given is based on funds raised each year.

Applying for a Scholarship

Applications are available each January at: <http://www.oregonpta.org/Involved/TES.htm>. Hard copies of the application will be sent ONLY upon receipt of a written request. Requests should include a self-addressed 5"x7" envelope, pre-stamped with \$1.00 postage. The completed application must be returned to the Oregon PTA office no later than March 1st.

How the Scholarships Are Funded

The Teacher Education Scholarships (TES) are financed by the contributions of local PTA/PTSA units, councils, individuals, Honorary Life Achievement Award fees, and the Basket Project at our annual convention. The number of scholarships awarded annually is dependent upon the amount of funds contributed.

Contributions to the Teacher Education Scholarships may be sent to:

**Teacher Education Scholarship Fund
Oregon PTA
4506 SE Belmont St., Suite 108-B
Portland, Oregon 97215-1658**

Thank you for supporting Oregon's Future Teachers!